OFFICE OF THE PRESIDENT & CEO

The Ontario Tourism Marketing Partnership Corporation (OTMPC) places major emphasis on achieving results and tracking our programs. At the last board meeting held on November 12 -13, IBM Consulting and the Market Performance and Assessment Committee led by Joel Peters, presented tracking results of OTMPC campaigns to reflect on how to take the results and further strengthen our campaigns. On average in 2002-2003, for every dollar invested by the OTMPC in advertising $12.7 was generated in visitor spending. These are surprisingly positive results given the difficult market conditions we have been operating in over the last year. Below is a chart giving you the breakdown of the 2002-2003 campaigns.

Campaign	Trips Generated (000s)	Revenues Generated (000s)	ROI (Visitor Expenditures $)
Domestic Spring	223	$57,100.0	17.8
Domestic Summer	68	$15,600.0	10.0
Domestic Winter	149	$31,000.0	24.0
Domestic Total	**440**	**$103,700.0**	**17.1**
US Near Market Spring	128	$34,400.0	7.5
US Near Market Summer	72	$19,300.0	8.3
US Near Market Winter	168	$45,400.0	27.9
US Total	**368**	**$99,100.0**	**11.6**
US Mid Market Spring/Summer	11	$6,700.0	3.7
2002 Spring Summer and Winter Campaigns Total	**819**	**$209,500.0**	**12.7**

We also report on public relations results. This includes our work with travel print, broadcast and on-line travel media. It is based on the advertising cost multiplied by four. We do this to measure third party endorsement for positive stories. The following gives you a synopsis of the P.R. value for 2002-2003.

Value	Domestic (000s)	U.S. (000s)	U.K. (000s)	Germany (000s)	Japan (000s)	Other (000s)
Advertising	$2,443.0	$9,916.0	$3,373.0	$3,131.0	$15,000.0	$4,000.0
PR Value	$9,774.0	$36,766.0	$13,483.0	$12,525.0	$60,000.0	
Joint Mktg Agreements	n/a	$66.2	$264.5	$234.1	$400.0	$57.9
Total	**$12,217.0**	**$46,748.2**	**$17,120.5**	**$15,656.0**	**$75,400.0**	**$4,057.9**

ONTARIO
more to discover

The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

CONTACT

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OFFICE OF THE PRESIDENT & CEO

On November 20, Anne Marshall, OTMPC Chair and Board Directors, Paul Dinner and Bruce Walker met with Tourism and Recreation Minister Jim Bradley. The group discussed tourism marketing programs and tourism recovery. The Chair is looking forward to a positive working relationship with the new Minister.

We have attached a copy of the *Consumer Response Update* for October 2003. We had an impressive 19% increase in user sessions at www.ontariotravel.net over October 2002. There was also a 28% increase in consumers requesting OTMPC fulfillment pieces.

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OUTLOOK 2004-2005 IS AVAILABLE, GET YOUR COPY NOW!

Outlook, OTMPC's 2004-2005 Marketing Program has been printed and is now available to the industry. It includes strategies developed with input from more than 600 tourism industry representatives at 18 Partnership Forums held throughout Ontario in early summer. The strategies were then vetted through the OTMPC's industry committees and approved by the OTMPC Board in September 2003.

Outlook contains a description of the current market situation, challenges and opportunities, future directions and marketing strategies by market. It also provides an overview of partnership programs and contact information for the corporation. It has been designed for industry partners, to be used as a resource to complement the OTMPC's new Sales Calendar. If you would like to receive a copy of Outlook please contact via email otmpc.sales@mczcr.gov.on.ca or call toll free at 1-888-365-4422. By mid December you will be able to view and download the document by visiting www.tourismpartners.com.

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TOURISM CONSUMER INFORMATION SYSTEM NEW AND IMPROVED!

The Tourism Consumer Information System (TCIS), launched just over a year ago now has more than 75,000 registered consumers and almost 45,000 have agreed to receive e-marketing and on-line promotions. Over 4,600 tourism businesses, including resorts, hotels, attractions, golf courses, historic sites, campgrounds, fly in camps and others have registered their companies on the OTMPC partners' site at www.tourismpartners.com to get a listing on ontariotravel.net.

Over the past month, OTMPC has been contacting all tourism partners registered on the site to explain the new improvements to both the consumer and partner websites.

All tourism partners registered on the website by November 24, will also be listed in the

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TOURISM CONSUMER INFORMATION SYSTEM NEW AND IMPROVED!

printed *Resource Guide* that will be distributed beginning January 2004. The *Resource Guide* will be available to travelers at Ontario Travel Information Centres, through 1-800-ONTARIO and on the www.ontariotravel.net web site.

We have developed Premium listings on the website that can be purchased for an additional $200 per year. This provides your tourism business with larger photos, a 150-word description, and an icon highlighting your listing in the search results. You will also receive a banner ad or a sponsored link that will give you added exposure. Space is limited so book early.

Register at www.tourismpartners.com to take advantage of this opportunity or if you are already registered just log-in at www.tourismpartners.com and go to Manage Organization. On the right menu select Create or Update Listing - link to see an example of how your premium listing could look! - If you have any difficulties, please email info@tourismpartners.com

We have also improved the search tool for visitors on the consumer site at www.ontariotravel.net. Consumer feedback indicated that we needed to make it easier for consumers, or potential visitors to Ontario to get travel information. With the improvements we've made, visitors to the site can now use the new accommodation search button for easier access to listings on where to stay and access relevant search tools with better descriptions. These improvements have been incorporated to make it easier for potential visitors to Ontario to search for travel information. We have also expanded the industry categories and types of tourism businesses listed in the database to serve diverse visitor inquiries. We know that if we make it easier for the consumer to find you, it will be easier for them to book their overnight stay!

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TOURISM PARTNERS READY TO HOST NTA IN 2004

The OTMPC in partnership with the Canadian Tourism Commission (CTC) and Tourism Toronto hosted the final night gala dinner on November 18 at The National Tour Association (NTA) Convention in Charlotte, North Carolina. Alex Trebec was the master of ceremonies for the evening and an Ontario chef coordinated the menu and oversaw food preparation in Charlotte. Ontario wines were shipped to North Carolina and served with dinner. Approximately 120 Ontario tourism businesses attended the NTA Convention. Overall consensus from Ontario suppliers was very positive and all are looking forward to showcasing Ontario to the group in November 2004.

In November 2004, the OTMPC is partnering with the CTC and Tourism Toronto to host the NTA Convention in Toronto. NTA is a member-based association with over 4,000 industry members across North America. It is considered to be one of the most influential groups to reach the U.S. Market.

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ADVERTISING OPPORTUNITIES

Reminder: There are still opportunities available on the new winter micro site. It will showcase key programs and activities throughout the winter season. Category pages include attractions, accommodations, family fun, festivals and events, outdoor fun, romance, shopping and winter fun in the city.

Looking ahead, the *Spring Experience Guide* for the first time will also include spring events. We are looking for new and exciting tourism experiences to lure visitors to Ontario. We are discontinuing the seasonal events guide and will include events that are major tourist attractors in the *Experience Guide*. More comprehensive event listings will be available on-line. All OTMPC marketing campaigns and print materials encourage the consumer to visit the consumer site for information on events and trip planning. Just a reminder to please go to www.tourismpartners.com and register your event free of charge.

If you have any tourism product information that you would like to be considered for content in the *Spring Experience Guide*, please contact Nicole Leaper, Publications Manager at 416-314-7378 or via e-mail at nicole.leaper@mczcr.gov.on.ca

The 2004 *Spring Experience Guide* will be supported with a spring advertising campaign targeting domestic and U.S. near border consumers. It will be distributed via the 1-800-ONTARIO, on-line and at the Travel Centres. **Booking deadline is December 5, with materials to the agency by December 12.** Please contact Brynda Browning if you have any further inquiries about this great opportunity.

CONTACT

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NEW BOARD MEMBER APPOINTED

Roger Liddle, Vice President of Liddle's Fishing Adventures Inc., and owner of N.O.R.T.H. Realty of North Bay has been appointed as a Director to the OTMPC Board. Over the past 30 years, Mr. Liddle has owned a number of fishing lodges in Northern Ontario and he currently operates Makokibatan Lodge and Miminiska Lodge. Mr. Liddle is Past President of the Northern Ontario Tourist Outfitters Association (NOTO) and has served on many provincial and federal committees and working groups.

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PARTNERSHIP NEWS

Grey County, Bruce County and Owen Sound Tourism Launch New Tourism Campaign

The counties of Grey-Bruce and Owen Sound Tourism officially launched a new marketing campaign to more than 140 spectators in late October. The new campaign aims to increase visitation from the Hwy 401 corridor and will consist of a TV Commercial and print advertising in Food and Drink Magazine, which will reach 500,000 households. Local tourism partners contributed $100,000 to the campaign and received addition funding from the Provinces Tourism Recovery Program.

CONTACT

Chris Hughes
Bruce County Tourism
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or Brian Plumstead
Grey County Tourism
Tel: 519-376-2205

PARTNERSHIP NEWS

Huronia Historical Parks on the Move!

Huronia Historic Parks (HHP) has developed new programs to strengthen links with its community. A new TM Vista visitor management program has been installed which will allow the site to tabulate numbers and visitor information. By tracking crucial visitor information and sharing this with the region, HHP will help to meet its mandate as a leader in the community. Other developments include construction of a new boardroom, and a larger conference room area, which can be rented to the community. A.V. presentations in the two theatres have been upgraded to D.V.D., which will enable the facility to better target the MC&IT market and help bring more tourism revenue into the community. HHP also notes that through their partnership with the Award-Winning Drayton Entertainment Group, attendance at Discovery Harbour's King's Warf Theatre reached 35,000 in 2003, an increase of 37 % over 2002.

Staffing Changes at OTCA

Karen Squires has assumed the position of Marketing Director and Jantine Van Kregten is the new Communications Director at the Ottawa Tourism and Convention Authority (OTCA). Ms. Squires has an extensive background in tourism marketing including having held the position of Director, Canada Leisure Programs and Partnerships with the Canadian Tourism Commission. Ms. Van Kregten was formerly the Executive Director of the Byward Market Business Improvement Area.

Karen and Jantine will join Jacques Burelle who was hired as the new President and COO of OTCA in summer 2003. Mr. Burelle is the former Commissioner of the Canadian Professional Golf Tour. He also has extensive business, senior management and marketing experience in Toronto and Montreal, including a period as Vice President of Business Development for the Molstar Group.

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HAVE YOUR SAY!

Please direct feedback and comments about *Marketing Update* to Tom Boyd, Corporate Communications. Tel: (416) 212-0757, email: tom.boyd@mczcr.gov.on.ca To update your company emails or fax information contact Brynda Browning, Partnership Development and Sales Assistant at 416 314-6314 fax: 416 314-6976 or email: brynda.browning@mczcr.gov.on.ca If you are requesting changes to our distribution list, please provide both the old and new information.